

America

NT Snapshot YE June 2024



Visitors



28,000

Nights



207,000

Expenditure



\$54m

Average length of stay (nights)



7.3

Average spend per trip

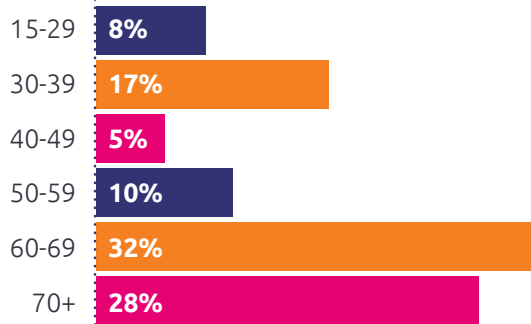


\$1,906

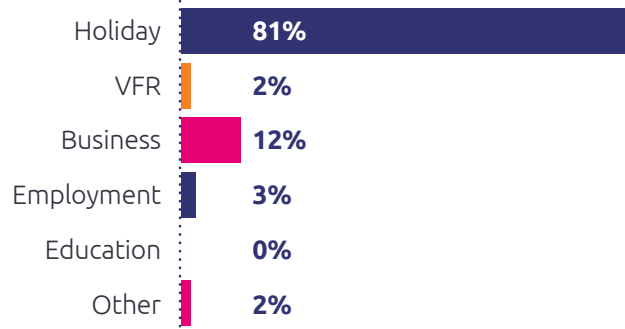
Target market profile

1. High Yielding Traveller
2. Mature Travellers (aged 40 – 65)
3. Young Professionals (aged 25 – 39)

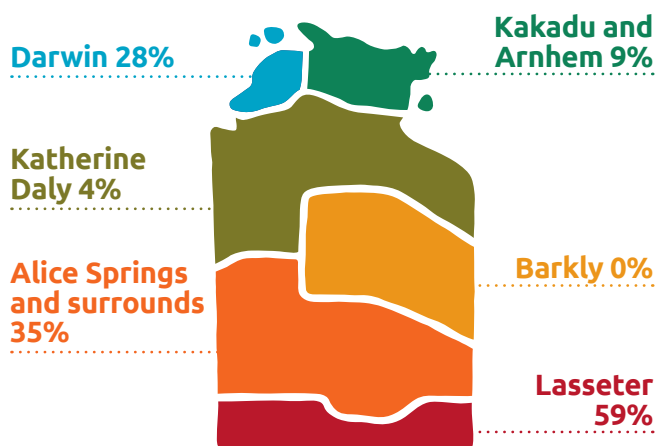
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time vs return visitors

69%

First time visitor to Australia

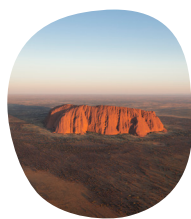
31%

Return visitor to Australia

Top 3 accommodation types

1. Hotel 77%
2. Other 19%
3. Caravan Park or camping 6%

Appealing NT Experiences



1. Natural wonders



2. Visiting indigenous sites



3. Hiking/ Walking

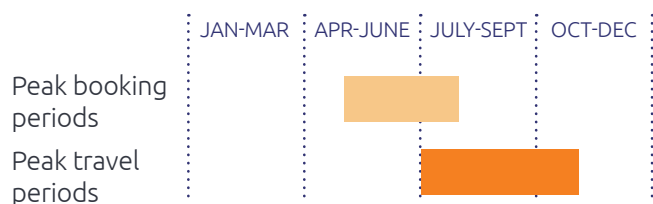


4. Viewing Wildlife

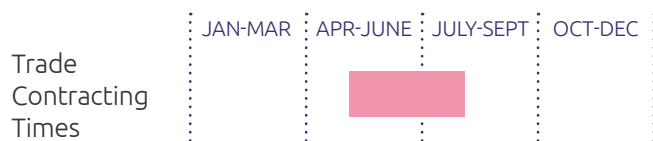


5. Culinary / Food & Beverage Experiences

Seasonality



Key Distribution timings



Average lead time

4 - 6 months planning to booking

Online travel agents/aggregators

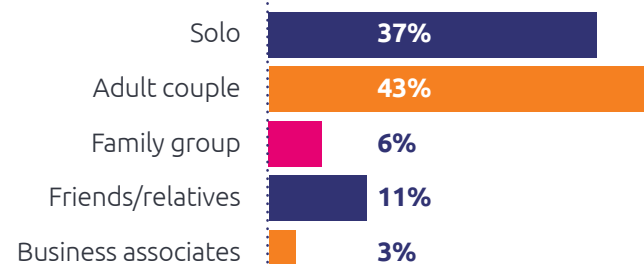
Expedia Hotels.com

Booking.com Tripadvisor airbnb

Annual leave per year

2 weeks

Travel party



Volume Partners (wholesale/consortia)

1. Goway
2. Down Under Answers
3. Swain
4. Avanti Destinations
5. Virtuoso

Volume Partners (tour operators)

1. Collette
2. Globus
3. Trafalgar
4. Tauck
5. AAT Kings

For more information on international markets please contact Trade.TourismNT@nt.gov.au

Source: Tourism Australia, Future of Demand research

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